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REDWOOD SHORES, Calif., Sept. 20 /PRNewswire/ -- *Oracle Corp. (Nasdaq: ORCL), the number one choice of e-business solutions, today announced the immediate availability of Oracle(R) Sales Analyzer 6.2.1 and Express(R) Web Agent 3.0, two new products that empower business managers and executives to easily analyze e-business sales and marketing data via a standard Web browser. Both products extend the power of ①Oracle's Express on-line analytical processing (OLAP) engine, which has become an industry-leading foundation for analytical applications. Leveraging the Internet's intuitive interface, the new software provides global access to real-time sales forecasts, marketing trends and Internet click-stream data to enhance a company's customer intelligence.

According to International Data Corporation in Framingham, Mass., analytic applications software is expected to become a \$3.6 billion market by 2002, delivering competitive advantage by enhancing customer relationship management (CRM) strategies, forecasting business opportunities and tracking key performance indicators. Powered by Oracle Express Server, Oracle Sales Analyzer combines built-in sales and marketing intelligence with a central, integrated information source, and comprehensive, Internet-based analysis. Sales Analyzer liberates business users from a dependence on MIS staff for reports, enabling them to aggressively manage business and market opportunities by harnessing the power of multidimensional analysis.

Full Text (828 words)

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New Versions of Oracle(R) Sales Analyzer, Express(R) Web Agent Empower

E-Business Analysis by Executives and Managers

REDWOOD SHORES, Calif., Sept. 20 /PRNewswire/ -- Oracle Corp. (Nasdaq: ORCL), the number one choice of e-business solutions, today announced the immediate availability of Oracle(R) Sales Analyzer 6.2.1 and Express(R) Web Agent 3.0, two new products that empower business managers and executives to easily analyze e-business sales and marketing data via a standard Web browser. Both products extend the power of Ocracle Express on-line analytical processing (OLAP) engine, which has become an industry-leading foundation for analytical applications. Leveraging the Internet's intuitive interface, the new software provides global access to real-time sales forecasts, marketing trends and Internet click-stream data to enhance a company's customer intelligence.

According to International Data Corporation in Framingham, Mass., analytic applications software is expected to become a \$3.6 billion market by 2002, delivering competitive advantage by enhancing customer relationship management (CRM) strategies,

forecasting business opportunities and tracking key performance indicators. Powered by Oracle Express Server, Oracle Sales Analyzer combines built-in sales and marketing intelligence with a central, integrated information source, and comprehensive, Internet-based analysis. Sales Analyzer liberates business users from a dependence on MIS staff for reports, enabling them to aggressively manage business and market opportunities by harnessing the power of multidimensional analysis.

"Oracle Sales Analyzer allows our users to quickly and easily create reports and graphs over the Web, saving IS resources and providing a simple and secure method for analyzing critical business information regardless of location," said Mark Dodge, Sales Operations Manager at OPolaris Industries. "The product controls access to information, ensuring that the appropriate user obtains the right information to make the best business decision."

The latest version of Sales Analyzer is Web-enabled to facilitate sophisticated analysis while reducing response time for faster results. Powerful data selection tools and a library of templates for common sales and marketing analysis are now accessible to any user with a Web browser. With Sales Analyzer's Forecasting Wizard, users can easily create sophisticated, best-fit forecasts and predict future customer buying behaviors. Web users can share their custom calculations, reports and graphs with each other, facilitating a collaborative environment for leveraging distributed data and expertise.

"One of the benefits of being an e-business is the ability to get closer to your customers and respond quickly to their needs," said John Schoenherr, vice president of <u>Oracle</u> Analytic Solutions group. "Oracle Sales Analyzer and Express Web Agent allow companies to significantly improve customer response time by providing the tools needed to make better, more accurate decisions."

Oracle Express Web Agent 3.0 provides a scalable, high-performance interface for building custom Internet applications that use the full analytical capabilities of Oracle Express Server. Express Web Agent lets any user -- from field sales representatives and product managers to analysts and CEOs -- perform business-critical analysis over the Internet. Version 3.0 adds powerful tools that let Web users refine their analyses by choosing the top or bottom performers, specifying exception criteria, selecting levels or families within a hierarchy, matching names and characters, or specifying attributes such as color and size. Business data can be easily exported to spreadsheets or other desktop applications for further manipulation. Express Web Agent also offers advanced security features that prevent data theft or corruption.

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